

## ABSTRACT OF THE DISCLOSURE

In a system for posting an advertisement via a network, the cost of the advertisement is set in consideration of a region and location or a time slot and season in which the advertisement is posted; i.e., effectiveness of the advertisement. An advertisement-cost calculation unit calculates the cost of the advertisement in consideration of a geographical factor and/or a temporal factor. An advertisement posting unit posts the advertisement on a display apparatus of an information terminal in a manner related to the geographical factor and/or the temporal factor. The advertisement-cost calculation unit may calculate the cost of the advertisement in consideration of the status of use of the advertisement obtained by a state-of-use acquiring unit and/or user information of the advertisement obtained by a user-information designating/acquiring unit. If necessary, a map display unit displays a map on the display apparatus together with the advertisement.